T O U R I S M

URBAN TOURISM IN BRITISH COLUMBIA

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC

URBAN TOURISM
IN
BRITISH COLUMBIA

Prepared for:
Ministry of Tourism

Funded by:

Canada - British Columbia Tourist Industry
Development Subsidiary Agreement

Prepared by:

Marktrend Marketing Research Inc.
Tourism Research Group, and
John Monroe Marketing

January, 1991

91-04254/

ACKNOWLEDGEMENTS

This study was funded through the Canada-British Columbia Tourist Industry Development Subsidiary Agreement. The Agreement, which provides a variety of programs for tourism development, is cost-shared equally by the governments of Canada and British Columbia. All of the activities undertaken through this Agreement are approved by a Federal/Provincial Management Committee Established for the administration of the Agreement.

The Canada-British Columbia Tourist Industry Development Subsidiary Agreement is one in a series of subsidiary agreements under the Economic and Regional Development Agreements (ERDA) signed in November 1984, between the governments of Canada and British Columbia.

The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.

Industry, Science and Technology Canada

Industrie, Sciences et Technologie Canada

British Columbia
Ministry of Regional and Economic Development

British Columbia
Ministry of Tourism

For additional copies of this publications and/or further information about the Canada-British Columbia Tourist Industry Development Subsidiary Agreement, contact:

Ministry of Tourism
Research and Information Management
300 - 1803 Douglas Street
Victoria, British Columbia
V8W 2Z2
Telephone: (604) 387-1566

or

Industry, Science, and Technology Canada
P.O. Box 11610
900 - 650 West Georgia Street
Vancouver, British Columbia
V6B 5H8
Telephone: (604) 666-0434

Canadian Cataloguing in Publication Data

Marktrend Marketing Research Inc.
Urban tourism in British Columbia

Co-published by: Industry, Science and Technology Canada, British Columbia Ministry of Regional and Economic Development.
"Funded by: Canada-British Columbia Tourist Industry Development Subsidiary Agreement".
On cover: Economic & Regional Development Agreement, Canada, BC.
ISBN 0-7726-1240-4

1. Tourist trade - British Columbia. I. Tourism Research Group. II. John Monroe Marketing. III. British Columbia. Ministry of Tourism. IV. Canada. Industry, Science and Technology Canada. V. British Columbia. Ministry of Regional and Economic Development. VI. Canada-British Columbia Tourist Industry Development Subsidiary Agreement. VII. Canada/BC Economic & Regional Development Agreement. VIII. Title.

G155.C3M37 1990 338.4'79171104'4 C91-092031-1

TABLE OF CONTENTS

URBAN TOURISM 1
1.0 INTRODUCTION 1
1.1 Background 1
1.2 Research Objectives 2
1.3 Methodology 3

2.0 URBAN TOURISM 6
2.1 Tourism in General 6
2.2 Urban Tourism 8
2.3 Impact on British Columbia 11
2.3.1 Economic Impact 13
2.3.2 Expenditure Breakdown of Non-Resident - City Trip Visitors 13
2.3.3. Tour Expenditures 14
2.4 Visitor Characteristics of Non-Resident City Trip Visitors 14
2.5 Urban Trip Characteristics 19
2.6 The Urban Versus Non-Urban Tourist 21
2.6.1 Market Size 21
2.6.2 Economic Impact 21
2.6.3 Visitor Characteristics 22
2.6.4 Purpose of Trip 25
2.6.5 Trip Characteristics 26
2.7 Characteristics of the Solely Urban Tourist 29
2.7.1 Daily Expenditure 30
2.7.2 Point of Origin 31
2.7.3 Party Composition 33
2.7.4 Demographic Characteristics 34
2.7.5 Method of Travel 35
2.7.6 Seasonality 37
2.7.7 Trip Activities 39

3.0 VANCOUVER 41
3.1 Current Market 41
3.2 Economic Impact of Tourism to Vancouver 43
3.3 Expenditure Breakdown 44
3.4 Purpose of Trip 46
3.5 Accommodation 49
3.6 Activities 50
3.7 Transport 51
3.8 Visitor Characteristics 52
3.9 The Package Tour Market to Vancouver 52
3.10 The Motor Coach Tour Market 56

TABLE OF CONTENTS (continued)

4.0 VICTORIA 58
4.1 Current Market 58
4.2 Economic Impact of Urban Tourism to Victoria 59
4.2.1 Expenditure Breakdown 60
4.2.2 Group Tour Expenditures 61
4.3 Urban Trip Characteristics 61
4.4 Visitor Characteristics 63
4.5 Trip Characteristics 66
4.6 Product Demands and Perceptions 72
4.7 Strength and Weaknesses 74
4.8 Competition 74

5.0 CONCLUSIONS 75
5.1 Role of Cities in British Columbia 75
5.2 Marketing Opportunities 77
5.2.1 Vancouver 77
1. The Close-in City Trip Market 78
2. Vancouver as a Gateway for the Touring Market 79
a. Independent Travellers 79
b. Group Tour Segment 80
3. Specialty Markets 81
5.2.2 Victoria 81
1. The Close-in City Trip Market 83
2. Touring Market 83
a. Independent Travellers 83
b. Group Tour Market 84
c. Specialty Markets 84
5.3 Development Implications 85
5.4 Urban Tourism Potential 86
5.5 Recommendations 87

URBAN TOURISM

1.0 INTRODUCTION

1.1 Background

Urban Tourism is an important segment of the travel industry. For years, cities such as New York, Paris, London and Rome have provided the attractions to lure visitors from all over the world. New York, perhaps suffering from a tarnished image and wavering inbound visits, undertook an extensive market research project leading to the now famous "I Love New York" campaign, one of the most successful tourism promotions ever undertaken. This campaign and the resulting success illustrates the potential of urban tourism.

In British Columbia alone, the Visitor '87/'89 Non-Residents study indicates that 42% of all visitors travelled to an urban-only destination (ie. Vancouver and/or Victoria), whereas an additional 35% chose an urban destination as a component of their trip. In total, 77% of all non-resident travellers in British Columbia visited Vancouver and/or Victoria during their trip; a very viable potential market segment.

In the past several years the travel market has been changing rapidly, being affected by factors such as world and local economies, airline deregulation, energy supply fluctuation and social changes. Generally, the industry has been characterized by the demand for a wide variety of special interests. In an effort to take advantage of what appears to be one of these special interest markets, the Provincial Ministry of Tourism, Tourism Vancouver and Tourism Victoria have been actively promoting these two centres during that period.

In 1986, Expo '86 thrust firstly Vancouver and secondly British Columbia on to the international stage. The exposition focused the attention of the world on Vancouver for six months raising the awareness of the city and province as a travel destination.

Without doubt, then "urban travellers" represent a distinct and exploitable market segment. Recognizing this, the Ministry of Tourism required a clear understanding of the urban visitor and a determination of the potential for expanding this market segment.

The Urban Tourism Study was commissioned to investigate and compile the necessary market information.

1.2 Research Objectives

The general purpose of this research is:

- To investigate and characterize the phenomenon of urban vacations;
- To describe relevant target market characteristics;
- To determine the economic revenue contributed by urban vacationers;
- To ascertain the connection between urban vacations and other trip types; and
- To investigate opportunities for urban product development within the context of Vancouver and Victoria.

The specific project objectives are as follows:

- Define the parameters and identify the sets of activities which characterize urban vacations;
- Develop visitor profiles and segment the urban vacation market;
- Identify the economic impact of urban vacation expenditures;
- Identify direct and indirect substitutes in terms of urban vacation activities;

- Identify the sustainable competitive advantages of Vancouver and Victoria over other North American cities;

- Establish the importance of urban vacations as components of other trip types; and

- Identify marketing and product development opportunities for urban vacations and generate pragmatic recommendations.

1.3 Methodology

The study methodology primarily involved the use of secondary research sources utilizing existing information and studies. The main data focus were the Visitor '87, Visitor '89 and the British Columbia Resident studies.

Visitor '87 is a survey of non-resident visitors to British Columbia completed in the summer of 1987. Approximately 14,000 visitors were interviewed and almost 11,000 agreed to complete a diary during their trip in British Columbia. The interviews were structured to investigate visitors' origins, trip purpose, activities and characteristics. The large sample made it possible to isolate and develop specific market profiles on visitors to the province.

The Visitor '89 study is a travel survey of visitors travelling during the spring and fall seasons, to increase the knowledge of the non-resident visitor to British Columbia during that time of year. The survey methodology was the same as in the Visitor '87 study.

Resident Survey '89 is a survey of the B.C. resident traveller. The objective of this study was to determine the number of residents travelling and where they travelled. Residents were interviewed by telephone and were asked to complete travel diaries. Approximately 12,000 screener interviews were completed between March, 1989 and December, 1989. The data utilized in the Urban Tourism report is based on the screener interviews which isolate travel habits, destinations, expenditures and mode of transport.

Computer tabulations were undertaken to isolate resident travel to Victoria and Vancouver.

Information from the Visitor '87/'89 and Residents Survey '89 studies provided the basis for the estimate of visitor volumes to Vancouver and Victoria and visitor expenditures.

Additional studies on the Victoria market were also available. The Vancouver Island Tourism Monitor (1987/88) study and the 1989 Exit Survey were both completed for Tourism Victoria. These were reviewed and integrated wherever possible.

The Canadian Travel Survey 1988, Pleasure Travel Survey 1986, and Pleasure Markets to North America 1988 were a source of general supplementary information on travel primarily to Canada. City trip market segments are identified in these reports.

Several additional studies and reports were reviewed during the study process. Several of these studies investigated the Washington, Oregon and California markets. Specifically, these studies were, the Washington/Oregon Travel Market Study, First Time Visitors Study, and California Travellers' Perceptions of British Columbia and Vancouver study. These studies involved focus group research which was the source of qualitative information including travellers' perceptions of British Columbia.

The SEA Tourism and Travel Research projects provided data on Motor Coach Tours to Vancouver and Victoria. This information is based on a survey undertaken in cooperation with the National Tour Association. The number of tours to each centre and the resulting economic impact is highlighted in this report.

In order to supplement data on package tours, a telephone survey was undertaken to interview representatives of tour companies from around North America currently providing travel packages to cities in British Columbia and the Pacific Northwest. Another important component of the survey was to examine the competitive nature of Vancouver and Victoria as urban destinations.

The survey questionnaire was developed in cooperation with the steering committee composed of industry and Ministry representatives. Seventy-five 20 minute interviews were completed.

Several additional reports and studies were reviewed during the study process. These studies were previous works completed by the Ministry of Tourism British Columbia, Tourism Vancouver, Tourism Victoria, Tourism Canada and the U.S. Travel Data Centre.

An examination of promotional programs undertaken by Vancouver and Victoria was completed to enhance the understanding of the urban travel market.

2.0 URBAN TOURISM

2.1 Tourism in General

The tourism industry on an international scale has demonstrated steady growth. It is estimated that worldwide spending for tourism was to exceed $2 trillion by year end 1989 and is considered the world's largest industry accounting for approximately 12% of the world's GNP.[1]

Globally, tourism expenditures have increased at a steady rate for the last ten years and are "projected to increase 7%-8% per year to 1995."[2]

In 1987, for example, the U.S. travel market accounted for approximately 25% of the total travel market. Approximately 40.2 million U.S. residents travelled abroad and spent an estimated $29.3 billion on international travel alone.[3] Thus, the U.S. is a major contributor to global expenditures.

According to federal estimates, Canadian tourism generated $6.9 billion in foreign exchange in 1988. The industry generated $24 billion in revenue in 1988 up from $20 billion in 1985 and provided 624,000 person years of direct employment across the country, the equivalent of 1 in 10 jobs in Canada.

British Columbia has experienced remarkable growth in the travel industry since 1975, even during the recession years from 1982 to 1985. In 1988, the industry generated $3.5 billion in revenue, a 15% increase over 1987. A total of 19.1 million visitors toured the province of which 67% or 12.7 million stayed one or more nights.

The nature of travel to British Columbia has changed over the last several years, affected by world recessions, uncertain energy supplies, foreign exchange fluctuations, airline deregulation in the U.S.

---

[1]D'Amore, L. et al., Towards a Strategy for Natural Resource-based Tourism, 1987.

[2]Ibid.

[3]Tourism Canada, U.S. Pleasure Travel Market, 1986

and Canada, as well as political unrest in previously popular destinations and changing social trends. The previously stable close-in markets are being overshadowed by the long-haul markets of the Pacific Rim, Eastern U.S. and Europe. International travel to B.C. increased from 6% of the market share in 1979 to 10% in 1987. Similarly, the Western and Eastern U.S. markets have doubled to 12% respectively of the B.C. market during the same period.

The traditional rubber-tire-oriented traveller to B.C. appears to be declining with the change in markets. The auto-R.V. portion decreased from 75% of the total market in 1979 to 69% in 1989, whereas air travel increased from 19% to 30% proportionately during the same period - demonstrating the shift to long-haul markets.

Consumer trends have been changing as today's lifestyles are increasingly hectic and time pressured. Contrary to many predictions, leisure time is decreasing and individuals do not have a high degree of flexibility with respect to vacation time, particularly in situations of two individuals contributing to the household income. As a result, shorter get-away trips and mini-vacations have increased in importance. Also, impulse buying is becoming a factor, creating a need for packages that are attractively positioned and accessible.

Generally, society has become more active and there is a trend to "more meaningful" vacations. Experience and learning are key components of a vacation package. Therefore Adventure Travel and cultural experiences have become popular. Today's consumer, typified by the "baby boomer", is looking for quality and service in their vacation and is willing to pay for these features.

The market itself has segmented into different special interest groups ranging from senior markets, resort vacations, adventure travellers to those seeking the urban experience. The Ministry of Tourism has undertaken several market assessments, including Adventure Travel in British Columbia, Interior Fish Camps in British Columbia, Guest Ranches and Guides and Outfitters which substantiate this fact. The province now offers many new products that are being sought by these special interest groups. British Columbia is ideally situated to increase its market share in this expanding tourism market in particular with Pacific Rim nations.

2.2 Urban Tourism

When one considers an urban or city trip destination, locations such as London, Paris, Rome, New York come to mind. Each city is recognized for different reasons. For example, London for Big Ben, Paris for the Eiffel Tower etc. No doubt, foreign cities are popular among North American travellers, and European cities in particular are favourite destinations among Americans. Over 14 million Americans travelled overseas in 1988. Nearly 6.5 million ventured to Europe.

In terms of ranking cities in the world, Conde Naste Traveller Magazine readers indicated six European cities among the top ten. (Reference: Table 2.1) Cities such as London were noted for culture, and Paris for the best food. Victoria was judged to provide the most pleasant environment and was rated eighth overall in city destinations. Vancouver, B.C. was rated eighteenth overall. Montreal and Quebec City were also in the top 20.

Table 2.1

Top Ten Favourite Cities

City	Score
Florence	91
Paris	87
Vienna	87
San Francisco	84
Rome	83
London	81
Venice	78
Victoria, B.C.	76
Boston	75
Seattle	73

Source: Conde Naste Traveller Survey, 1989

In 1986 it was estimated that Americans took 39 million city trips which accounted for 8% of the total U.S. travel market. Approximately 1 million of these trips were made to destinations in Canada accounting for 2.8% share of the market. The interest to visit a destination was highest for three cities, Toronto, Montreal and Vancouver. Victoria was mentioned fifth after Quebec City for Canadian destinations.

Overall, however, Canadian cities rated below U.S. cities as likely trip destinations. Of the top 20 likely destinations, Toronto was ninth, Montreal fifteenth and Vancouver nineteenth.

As an observation, the U.S. city traveller is likely to be middle aged, married, have above average income and come from a metropolitan area. These visitors participate in a variety of activities including walking, shopping, sightseeing, dining, visiting museums, galleries, parks and gardens.[4]

International visitors to North America are interested in a variety of vacation types. However, a proportion of these visitors can be described as "urban travellers", that is, those who journey to a city for activities that only a city can offer. For example, 10% of the West German travel market in North America is destined specifically for cities. (Reference: Table 2.2)

Table 2.2

International City Visitors' Selected Countries

Country	Estimate Market Size	City Trip Segment
		%
West Germany	4,280,000	10
Japan	3,768,000	8
Australia	4,700,000	5
Switzerland	1,200,000	5
Hong Kong	1,010,000	4
United Kingdom	2,626,000	4
France	2,880,000	3
Italy	4,700,000	--

Source: Pleasure Travel Markets to North America

Sightseeing, shopping, dining and touring the countryside are important pastimes for these visitors.

[4]Tourism Canada, U.S. Pleasure Travel Market, 1986

2.3 Impact on British Columbia

According to the Visitors '87/'89 and Resident Survey '89 studies, Victoria and Vancouver are the most frequented destinations in British Columbia. Trips to the province usually start or end at these destinations or are part of a larger travel itinerary that includes these cities.

The city trip component of the non-resident market was isolated by utilizing the Visitor '87/'89 non-resident data. A city trip traveller is defined as someone who stayed at least one night in Vancouver and/or Victoria during their trip to B.C.

In total approximately 7.5 million non-residents visited B.C. during the survey period, of which 60%, or approximately 4.6 million, visited Vancouver and/or Victoria.

Ontario was the largest source of city trip visitors comprising 18% of all visits; Alberta was second at 15%. Forty-six percent of the city trip visitors came from Canada. Of the total visitation to B.C., Canadian travellers accounted for 48% of total tourists. In comparison, Alberta is the source of 23% of the total visitor market but only 15% of the city trip market. (Reference: Table 2.3)

According to the Alberta Travel Market Study and the First Time Visitors Study, many Alberta residents are more comfortable in the interior of the province and on Vancouver Island than in the larger cosmopolitan confines of Vancouver.

Table 2.3

Origin of Non-Resident B.C. Visitors

Party Origin	City Trips	Total Non-Residents
	%	%
Ontario	18	13
Alberta	15	23
International	14	11
Other Canada	13	12
Washington	12	14
California	10	9
Other U.S.	8	7
Western U.S.	6	7
Oregon	4	4
Total Canada	46	48
Total U.S.	40	41
Total International	14	11

Source: Visitor '87/'89

While there is no comparable city trip data for resident travel, the two main destinations for residents, Victoria and Vancouver, received an estimated 4.2 million visitors from within B.C. in 1989. The total number of non-resident tourists that stayed at least one night in Victoria and Vancouver was an estimated 7.6. million. Therefore, in excess of 11 million persons spent at least one night in either of the province's two major urban centres in 1989. (Source: Visitor '87/'89, Resident Survey '89)

2.3.1 Economic Impact

The total revenue per party per day for non-resident city trip visitors is estimated to be $154 or $64/per day for each visitor. This per diem expenditure is higher than the expenditure for all non-resident visitors which is approximately $53/per day per visitor. Total expenditures for the non-resident visitor segment amounts to approximately $2.1 billion (Source: Visitor '87/'89). The estimated revenue generated by visitors staying overnight in Victoria and Vancouver (1989) is approximately $2.0 billion. This figure includes resident as well as non-resident visits. However, caution must be taken when utilizing revenue figures from resident data, as they were derived from preliminary estimates only. Further details of this data can be found in Sections 3 and 4 of this report.

2.3.2 Expenditure Breakdown of Non-Resident - City Trip Visitors

Among city trip travellers, the accommodation sector receives the highest percentage of the travel dollar (28%) compared to all other tourist service sectors. Restaurant meals (22%) and shopping (15%) were the next largest categories. Little difference is evidenced in expenditures between city trip travellers and non-resident travellers in total. (Reference: Table 2.4)

Table 2.4

Expenditure Breakdown

Expense Category	City Trips	Total Non-Residents
	%	%
Accommodation	28	26
Restaurants	22	21
Shopping/Souvenirs	15	14
Auto Transportation	9	11
Packages/Cruises	7	8
Other Transportation	6	5
Recreation/Entertainment	5	5
Groceries	5	6
Other	4	4

Source: Visitor '87/'89

2.3.3. Tour Expenditures

The group tour business to British Columbia has increased dramatically since 1984 due in part to Expo '86 in Vancouver. B.C. ranks third as a destination among all provinces and states in North America, after California and Florida. This is up from eleventh place in 1984. Although the group tour business includes various stops in the province, the main destinations are Victoria and Vancouver. Group tours do also stop at a number of smaller urban centres; however these stops tend to be service-oriented (meals and accommodations) as opposed to attraction-focused.

In 1988 there were 27,683 Motorcoach trips made to B.C. which carried 1,087,114 passengers. The total direct impact of these tours amounted to $528 million including passenger expenditures and operator expenses.[5]

To put the group tour market into perspective, nearly 10% of the visitors to the province are part of a motor coach tour. A total of 1,087,114 visitors toured B.C. on bus tours in 1988 and the total visitors to the province was estimated at 12.7 million in 1987.

2.4 Visitor Characteristics of Non-Resident B.C. Visitors (City Trips Vs. Total Non-Resident Trips)

The average group size of non-resident visitors was 2.5 persons according to Visitor '87/'89 data. Nearly 50% of the groups were comprised of two adults and 16% of the parties were travelling with children.

---

[5]SEA Travel and Tourism Research, Economic Impact of Motor Coach Tours Going to British Columbia, 1989

The age profiles of city trip, and total non-resident tourists reveal the largest age category is 35-44 year olds (23%) followed by 25-34 year olds (21%). (Reference: Table 2.6)

Table 2.6

Age of Non-Residents

Age	City Trips	B.C.
	%	%
15 - 18	2	2
19 - 24	6	6
25 - 34	21	21
35 - 44	23	23
45 - 54	19	19
55 - 64	18	18
65 +	10	12

Source: Visitor '87/'89

The household income of city trip visitors is higher than that of all non-resident visitors. For example, 35% of city visitors earn over $60,000 whereas only 31% of all non-residents earn the equivalent amount. (Reference: Table 2.7)

Table 2.7

Household Income

Income	City Trips	Total Non-Residents
	%	%
under $20,000	10	12
$20,000-39,999	29	32
$40,000-59,999	25	26
$60,000 and up	35	31

Source: Visitor '87/'89

Therefore, a city trip visitor is best described as an adult between the ages of 25 and 44, earning at least $40,000 and likely travelling with one other adult.

Non-Visitor Trip Characteristics

The predominant methods of transportation used by non-resident visitors to arrive in B.C. are private automobile (43%) and air travel (42%), followed at a distance by campers (10%), ferry (8%) and rented automobile (6%). (Reference: Table 2.8)

Table 2.8

Transportation to British Columbia

Transport	City Trips %	Total Non-Residents %
Air	57	42
Private Automobile	30	43
Ferry	12	8
Rented Automobile	8	6
Camper	4	10
Bus	3	2
Cruise Ship	2	1
Train	1	1
Other	1	1

Source: Visitor '87/'89

However, the majority (57%) of those who included Vancouver and/or Victoria as part of their trip destination travelled to B.C. by air. (Reference: Table 2.8)

City trip visitors were marginally more likely to travel in the autumn, than was the non-resident population in total.

The data indicates there was higher usage of commercial accommodation by the city trip visitor compared to the total non-resident group. Hotel use by city visitors was 24% compared to 18% among all non-resident visitors. City trip visitors indicated less usage of campgrounds and RV parks and marginally greater usage of bed and breakfast facilities. Staying with friends and relatives accounts for over 35% the accommodation used by both types of visitors. (Reference: Table 2.9)

Table 2.9

Seasonality and Accommodation

Seasonality	City Trips	Total Non-Residents
Winter	19	19
Spring	25	26
Summer	29	31
Autumn	26	24

Accommodation	City Trip	Total Non-Residents
	%	%
Friends and relatives	39	37
Hotel	24	18
Motel	18	18
Campground/RV Park	9	16
Resort	2	3
Bed and Breakfast	2	1
Cruise Ship	1	1
Other	4	5

Source: Visitor '87/'89

The most popular activities for visitors on city trips are sightseeing, shopping and visiting friends and relatives. Outdoor activities and visiting parks, gardens and the beach were also important. (Reference: Table 2.10)

Table 2.10

Activities of Non-Resident Visitors

Activities	City Trips	Total Non-Residents
	%	%
Sightseeing	46	42
Shopping	39	36
Outdoor activities	21	27
Passing through	14	17
Took a tour	10	9
Nightlife	13	11
Business	13	10
Other sporting activities	5	8
Fitness activities	3	3
Visited		
Parks/Gardens	24	20
Beach	22	22
Friends and relatives	38	37
Museums/Historic sites	16	14
Fair/Amusement Park	3	3
Attended		
Conference/Convention	2	2
Corporate meeting	3	2
Festivals/Cultural events	5	5
Sporting events	2	2

Total greater than 100% due to multiple responses.

Source: Visitor '87/'89

On average, city visitors participated in shopping, sightseeing, visiting parks and gardens, museums, attending to business and taking the nightlife more than did the total non-resident visitors, due to the opportunity in the urban environment. The influence of the rural visit skewed total non-residents towards outdoor, and other sporting activities. (Reference: Table 2.10)

2.5 Urban Trip Characteristics

An urban trip in the U.S. Pleasure Travel Market Study is defined as "a journey to a city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city." This is a broad definition based on the city trip market segment discussed in this study. It includes several activities which overlap with many other trip types. For the purposes of this report, the consultants consider a city trip to be a trip to an urban environment to pursue leisure or business activities while utilizing the variety of services and amenities available in the urban setting.

In British Columbia, the primary purposes of non-resident visitors included visiting friends and relatives (47%), a touring trip (41%) followed by an outdoors or wilderness trip (25%), business (23%) and going on a resort vacation (14%). These visitors may stay overnight in an urban centre, because they are en route to their destination, or include the stop as part of their trip itinerary. The group tour market is a good example of this. Victoria and Vancouver are main destinations but 75% of these group tour trips are considered "General Touring Between Cities".

Eighty-five percent of non-resident city trips were on Vancouver Island or in southwestern British Columbia. The concentration of urban business is obviously centred in Victoria and Vancouver. The Okanagan had a 5% share of the business and Thompson Shuswap a 4% share.

Vancouver is a port of entry for non-resident visitors to the province. Forty-two percent of non-residents use air travel to arrive in the province whereas only 4% utilize air transportation to travel throughout B.C. Automobile rentals and buses accounted for 21% and 12% of the travel by non-residents in and about British Columbia.

According to the Tour Operator Study, 2% of the packages sold involve pre and post business meeting tours. Similarly, 5% of the tour market in Vancouver involves pre and post cruise activities.

In reviewing package tour trip itineraries, many packages involve an overnight in Vancouver on arrival or departure before proceeding to the visitor's destination or activity. Many of these packages include activities such as city tours, visiting attractions and restaurants, and utilizing the amenities of the urban centre. According to the operators surveyed, shopping and sightseeing opportunities are critical to the choice of destination. Victoria and Vancouver are considered attractive destinations because of the variety of activities, attractions and services available. In general, according to U.S. markets, B.C.'s cities are considered clean, safe, friendly and beautiful.

In the California Travellers Perceptions of British Columbia and Vancouver study, both Victoria and Vancouver are considered destinations and gateways to the rest of B.C. because of their access to outdoor activities.

2.6 The Urban Versus Non-Urban Tourist

2.6.1 Market Size

In order to more finely tune the characteristics of the urban versus non-urban tourist, Visitor '87/'89 data was categorized according to where the B.C. visitor stayed during their trip in B.C.

Of all visitors to British Columbia, approximately 42% visited an urban centre only (i.e. Vancouver[6] and/or Victoria), 35% were mixed urban (i.e. visited Vancouver and/or Victoria plus a non-urban B.C. location), and 23% visited a non-urban B.C. location, only.

2.6.2 Economic Impact

Overall, the mixed urban visitor spent almost twice as many nights in B.C. than did the non-urban, or the urban-only, visitor, (Reference: Table 2.11) although only accounting for one-third of the total tourism dollars spent. Of the approximately $2.1 billion generated through non-resident tourism in B.C., $900 million was spent by urban visitors ($75/day/person), $680 million by mixed urban ($55/day/person) and $530 million by non-urban visitors ($38/day/person).

Table 2.11

Nights Spent In B.C. Per Party

	Destination in B.C.	
Urban Only	Mixed Urban	Non Urban
4.6	9.0	5.5

Source: Visitor '87/'89

[6]N.B. Visitors did not identify whether they were referring to Vancouver city or the GVRD region.

2.6.3 Visitor Characteristics

A non-urban destination was most likely to draw Alberta residents; a mixed urban - an Alberta, Ontario, and International population, whereas the urban-only destination was attractive to a broader geographic mix of people. (Reference: Table 2.11)

Table 2.11

Origin of Party

	Destination in B.C.		
	Urban Only	Mixed Urban	Non Urban
	%	%	%
Alberta	12	20	39
Washington	16	3	18
Ontario	17	19	5
Other Canada	13	15	10
International	12	19	4
California	11	9	6
Other West U.S.	7	6	9
Other U.S.	9	7	5
Oregon	4	3	4

Source: Visitor '87/'89

The more urban the destination, the smaller the party size. In addition, urban-only parties are more likely to be composed of one adult as compared to the mixed or non-urban parties, as are non-urban parties more likely to be families. (Reference: Table 2.12)

Table 2.12

Party Composition

	Destination in B.C.		
	Urban Only	Mixed Urban	Non Urban
Number in Party (Mean)	2.3	2.4	2.7
Party Composition (%)			
1 Adult	29	22	12
2 Adults	44	50	48
3 Adults	6	7	6
4+ Adults	10	9	10
Adult + 1-2 children	11	12	18
Adult + 3+ children	1	1	5

Source: Visitor '87/'89

There was little difference in the gender or the age of visitors to the various B.C. urban or non-urban environments except that non-urban tourists were more likely to be aged 65 or older. Those visiting Vancouver and/or Victoria were more likely to be upper income earners, whereas those who visited a non-urban setting were more likely to be in the lower income range. (Reference: Table 2.13)

Table 2.13

Demographic Characteristics

	Destination in B.C.		
	Urban Only	Mixed Urban	Non Urban
	%	%	%
Gender			
Male	51	47	47
Female	49	53	54
Age			
15 - 18	2	2	1
19 - 24	6	8	5
25 - 34	21	21	19
35 - 44	24	21	23
45 - 54	19	18	18
55 - 64	17	20	19
65+	10	10	16
Income			
Under $20,000	9	11	15
$20,000 to $39,999	24	34	37
$40,000 to $59,999	23	25	26
$60,000 +	35	30	22

Source: Visitor '87/'89

2.6.4 Purpose of Trip

One quarter (28%) of all urban-only visitors travelled to Vancouver and/or Victoria for the main purpose of conducting business. Those desiring a mixed urban experience were, predominantly, visiting friends and relatives or taking part in a touring trip (as were non-urban visitors). The non-urban component was also visiting B.C. to enjoy a resort vacation or an outdoors trip. (Reference: Table 2.14)

Table 2.14

Main Purpose of Trip

	Destination in B.C.		
	Urban Only	Mixed Urban	Non Urban
	%	%	%
Conference/Convention	8	3	1
Corporate Meeting	3	1	1
Trade Show	-	-	-
Other	17	9	4
Total Business	28	13	6
Visit Friends/Relatives	27	34	31
Touring Trip	25	33	25
Resort Vacation	3	5	15
Outdoors Trip	1	6	11
City Trip	7	1	-
Personal Matter	3	2	4
Wilderness/Adventure	-	3	3
Special Exhibit/Event	2	1	3
Cruise	3	2	-
Visit Theme Park	1	-	1
Total Other	72	87	94

Source: Visitor '87/'89

2.6.5 Trip Characteristics

The majority (59%) of visitors to the urban-only environment used air travel to arrive at their destination. However, once in the urban setting, they would rent a car, travel by bus or ferry, as would the mixed urban visitor.

In contrast, the non-urban tourist primarily used their own car (66%) or camper (20%) to enter the province and these two modes of transport continued to be utilized throughout the duration of the trip. (Reference: Table 2.15)

Table 2.15

Method of Travel

	Destination in B.C.		
	Urban Only %	Mixed Urban %	Non Urban %
To B.C.			
Own Auto	29	32	66
Air	59	53	15
Own Camper	2	8	20
Ferry	13	9	3
Rent Auto	7	8	3
Bus	2	3	1
Cruise	2	1	-
Train	1	1	-
Other	1	1	2
In B.C.			
Own Auto	30	30	66
Rent Auto	27	34	6
Ferry	18	28	5
Bus	17	14	4
Own Camper	2	10	19
Air	3	7	2
Train	4	5	-
Cruise	3	2	1
Other	29	19	8

Source: Visitor '87/'89

Visitors to Vancouver and/or Victoria travelled to their destination throughout the year, whereas the non-urban setting was somewhat more popular during the summer months.

Hotels were frequented most often in the urban setting; friends/relatives and motels in the mixed urban; and friends/relatives or a trailer/tent/camper in the non-urban environment.

Table 2.16

Seasonality and Accommodation

	Destination in B.C.		
	Urban Only %	Mixed Urban %	Non Urban %
Seasonality			
Winter	20	16	20
Spring	26	24	27
Summer	26	36	34
Fall	27	25	19
Accommodation			
Friends/Relatives	40	38	33
Hotel	35	13	4
Motel	14	22	18
Trailer/Tent/Camper	2	17	30
Resort	-	3	7
Bed and Breakfast	2	2	-
Cruise Ship	2	1	-
Other	3	5	7

Source: Visitor '87/'89

Sightseeing and shopping were the most common activities for both the urban-only and mixed urban visitors as was visiting gardens, parks, museums and historic sites. The urban-only visitor was also more likely to conduct business and take in the nightlife whereas the non-urban visitor was more

outdoors-oriented in his/her activities.

Table 2.17

Trip Activities

	Destination in B.C.		
	Urban Only %	Mixed Urban %	Non Urban %
Attended			
Conference/Convention	3	1	1
Corporate Meeting	4	1	1
Trade Show	1	-	-
Sporting Event	2	2	3
Festival/Cultural Event	6	4	4
Activities			
Sightseeing	46	46	35
Went Shopping	43	35	30
Other Outdoor	13	23	28
Passing Through	8	20	23
Nightlife	16	10	7
Conduct Business	18	9	4
Took a Tour	10	10	6
Other Sporting Activities	4	7	12
Skiing	1	4	7
Fitness Activities	4	3	4
Fishing	-	1	3
Golf	-	1	1
Visited			
Friends/Relatives	38	38	34
Beach/Lakeshore	18	26	21
Gardens/Parks	27	22	11
Museum/Historic Sites	17	16	10
Fair/Amusement Park	3	3	3

Source: Visitor '87/'89

2.7 Characteristics of the Solely Urban Tourist

The Visitor '87 and Visitor '89 studies provided data about the Urban-only traveller referred to in the previous section.

These urban only respondents were then further broken down according to the stated purpose of their trip.

- Business
- Visited Friend/Relative/Other Person
- Vacation

Of course, not all city visits were for a single purpose. Indeed, combining these three "primary reasons" to allow for overlaps produces a total of 7 categories in total. For the ease of comparison, the tables in this section of the report concentrate on the primary categories (which could be considered the main motivators of the trip). Where a point of interest has emerged in any of the overlap categories, reference to it is made in the text.

For contextual purposes, it should be noted that the seven categories comprise the following proportions of the total:

	%
Business Only	17
Visit Friend/Relative Only	18
Vacation Only	34
Business + Friends etc.	8
Business + Vacation	5
Visit Friends + Vacation	16
Business + Visit Friends + Vacation	2

2.7.1 Daily Expenditure

The mean daily expenditure of the largest primary group (Vacation Only) was $215; not an unusual finding, given that there are more party members per this group, than any others. (Reference: Tables 2.18 and 2.21). This was about 80% of the Business Only expenditure but well over twice the per diem spending of those visiting friends and relatives ($99). Eventhough the Visit Friends and Relatives group tended to stay much longer than either of the other two groups (Reference: Table 2.19), their expenditures were lower, no doubt due to the lack of accommodation expense.

Not surprisingly, the Business-Only travellers showed the highest levels of daily expenditures on Accommodation ($107) and Restaurants ($70). However, the Vacation-Only visitors ranked a close second in these - the top spending categories for both groups - at $74 and $45 respectively. In terms of Accommodation, the Business-Only category tended to stay in hotels whilst the Vacation-Only people also patronised motels (in the ratio 6:4 hotels:motels.) The Vacationers also spent considerably more on Shopping, Cruises/other Packages and recreation of various kinds. (Reference: Table 2.18)

Table 2.18

Daily Expenditures (Mean $, Rounded)

	Trip Purpose		
	Business	VFR	Vacation
	$	$	$
Accommodation	107	14	74
Auto transportation	17	8	9
Other transportation	16	3	13
Package/cruise	7	1	34
Restaurants	70	25	45
Groceries/beverages	17	8	5
Recreation	3	4	8
Entertainment	8	3	4
Shopping/souvenirs	19	30	34
Other	14	5	4
Total expenditures	271	99	215

Source: Visitor '87/'89

Table 2.19

Mean # Nights Spent in Urban B.C. per Party

Total	Trip Purpose		
	Business	VFR	Vacation
4.6	3.3	7.0	3.0

Source: Visitor '87/'89

2.7.2 Point of Origin

The majority of Business-Only travellers came from Ontario; most of those visiting friends or relatives came from Canada (predominantly Alberta and Ontario in that order); and the principal source of Vacation-Only city travellers was Washington State. (Reference: Table 2.20)

Table 2.20

Origin of Party

	Trip Purpose		
	Business %	VFR %	Vacation %
Alberta	18	24	1
Ontario	35	20	4
Other Canada	19	18	3
Washington	8	14	26
Oregon	2	3	8
California	4	7	19
Other West U.S.	2	4	11
Other U.S.	5	5	15
International	8	7	13

Source: Visitor '87/'89

Canadians, from whatever part of the country, were more likely to be combining "Business" with another reason for the trip; whilst those from overseas were the most likely group to be combining "Visiting Friends" with a Vacation. (Reference: Table 2.20a)

Table 2.20a

Travel Reasons by Origin

	Business Only	VFR/ Personal Only	Vacation Only	Business + VFR + Personal	Business + Vacation	VFR/ Personal + Vacation	BUS + VFR + Vacation
Alberta	24.3	35.3	3.2	13.8	3.2	17.0	3.0
Ontario	34.5	20.9	7.3	13.5	7.5	13.1	3.2
Other Canada	24.5	25.5	8.9	13.8	4.6	17.5	5.2
Washington	7.8	16.2	54.8	3.2	4.4	12.2	1.3
Oregon	7.9	11.1	62.2	2.9	4.3	9.2	2.2
California	6.3	12.8	61.5	1.4	3.9	13.6	1.3
Other West-US	5.8	9.8	56.8	5.8	5.9	13.4	1.8
Other USA	8.7	9.9	55.5	3.9	7.8	13.1	1.1
International	11.4	10.8	37.6	3.0	4.6	32.3	0.3
Total	16.7	18.3	33.8	7.6	5.2	16.1	2.3

Source: Visitor '87/'89

The above table illustrates the diversity of reasons for visiting B.C. given by residents from the major market areas.

2.7.3 Party Composition

Analysis of the three groups revealed the expected pattern:

- o Business-Only travellers were most likely to be in "Single Adult Parties" (65%)
- o Visiting Friends and Relatives (Only) was primarily an "adults only" activity (85% without accompanying children)
- o Vacationers were more likely to be in family groups (56% in 2 adult groups, 15% adults plus children) (Reference: Table 2.21)

Table 2.21

Party Composition

	Trip Purpose		
	Business	VFR	Vacation
	%	%	%
Number in Party (Mean)	1.8	1.8	2.8
Party composition (%)			
1 adult	65	42	7
2 adults	22	39	56
3 adults	3	5	9
4 + adults	8	12	14
Adult + 1 - 2 children	2	1	13
Adult + 3 + children	-		2

Source: Visitor '87/'89

2.7.4 Demographic Characteristics

The typical Business-Only Traveller was male with a median age of just under 40 and a median income of about $60,000.

The typical "Visitor of Friends/Relatives" was predominantly female, over 35 (and spread fairly evenly in the age ranges up to 65) with a mean income under $40,000.

The typical Vacation-Only traveller, not surprising given the family-oriented bias, contained both males and females in the middle age range (35-64) with a median household income of just under $50,000. (Reference: Table 2.22)

Table 2.22

Demographic Characteristics

	Trip Purpose		
	Business	VFR	Vacation
	%	%	%
Gender:			
Male	85	33	44
Female	16	66	56
Age:			
15 - 18	-	3	1
19 - 24	3	8	4
25 - 34	24	17	17
35 - 44	37	22	23
45 - 54	24	16	20
55 - 64	12	20	21
65 +	1	14	15
Income:			
Under $20,000	2	22	7
$20,000 - $39,999	12	35	28
$40,000 to $59,999	23	20	31
$60,000 +	63	23	35

Source: Visitor '87/'89

2.7.5 Method of Travel

The dominant method of transport for coming to B.C. was air travel for both business people (91%) and those visiting friends and relatives (71%); whilst driving one's own car was the preferred mode for those on Vacation Only (47%). Although air at 28% also featured for the Vacation only group, ferry was almost equally important as a means of arriving in the province (26%).

Once in B.C., business people tended to rent a car (35%) or rely on other modes (taxi/ contacts/colleagues) for getting around (47%). Most visitors (48%) also tended to rely on "other arrangements" - presumably relying on their hosts for much of their transportation.

Vacation-Only visitors continued to rely on their own auto when arriving in it (46%). The proportion renting a car was swollen, presumably by the air travellers, to 22%. The importance of the cruise market was reflected in a high proportion citing cruise ships as a means of transportation to the province. (Reference: Table 2.23)

Table 2.23

Method of Travel

	Trip Purpose		
	Business	VFR	Vacation
	%	%	%
To B.C.:			
Air	91	71	28
Own auto	8	24	47
Rent auto	3	2	13
Ferry	1	6	26
Bus	1	2	4
Cruise	-	-	5
Own camper	-	1	3
Train	-	-	2
Other	2	1	1
In B.C.:			
Own auto	8	25	46
Rent auto	35	19	22
Bus	12	12	17
Ferry	8	12	21
Cruise	2	1	4
Train	-	2	4
Camper	-	1	3
Air	6	1	3
Other	47	48	10

Source: Visitor '87/'89

2.7.6 Seasonality

The three groups had distinct seasonal bias to their travel with the Peak, Shoulder and Low periods being different in each case.

	Percent Visiting Each Season, By Trip Purpose		
	Business Only	Visit Friends Only	Vacation Only
Peak Period	Fall (48)	Winter (39)	Summer (36)
Shoulder Periods	Spring (23) Winter (17)	Fall (25) Spring (22)	Spring (28) Fall (25)
Low Period	Summer (12)	Summer (15)	Winter (11)

This pattern is extremely encouraging, showing not only the year-round appeal of the province for the Urban Traveller but also the opportunities which exist to segment the market on a seasonal basis. (Reference: Table 2.24)

Table 2.24

Seasonality and Accommodation

	Trip Purpose		
	Business	VFR	Vacation
	%	%	%
Seasonality:			
Winter	17	39	11
Spring	23	22	28
Summer	12	15	36
Fall	48	25	25
Accommodation:			
Hotel	82	8	49
Motel	8	4	31
Friends/relatives	4	81	-
Trailer tent/camper	-	2	6
Cruise ship	-	-	7
Bed & Breakfast	-	1	3
Resort	1	-	1
Other	5	2	2

Source: Visitor '87/'89

In terms of accommodation, the pattern which might have been expected emerged, with Business Only visitors predominantly staying in hotels (82%), those visiting Friends and Relatives staying with them (81%) and Vacationers dividing into two groups - hotels (49%) and motels (31%). (Reference: Table 2.24)

Table 2.24a

Seasonality of Types of Groups

	Trip Purpose									
	Business Only	VFR/ Personal Only	Vacation Only	Business + VFR/ Personal	Business + Vacation	VRF/ Perso- nal + Vacation	BUS + VFR + Vacation	Amalgamated BUS	Amalgamated VRF	Amalgamated Vacation
Winter	14.1	34.6	17.9	9.0	3.1	18.9	2.4	28.6	65.9	43.3
Spring	14.8	15.1	37.0	7.6	7.8	14.7	3.0	33.2	40.4	62.5
Summer	8.0	10.4	47.4	6.8	5.2	20.8	2.5	22.5	40.5	75.9
Autumn	29.7	16.4	30.5	8.1	4.2	10.7	1.3	42.3	36.5	46.7
Total	16.8	18.2	34.0	7.5	5.2	16.0	2.3	31.8	44.0	57.5

Source: Visitor '87/'89

Further analysis by seasonal patterns show that urban only visitors' major reasons for visiting B.C. are dominated by vacation only travel, however the season of the year influences the appropriate need of each trip. Winter is mostly VFR trips, spring is vacation as are summer and fall. Business trips are most likely in the transitional seasons: spring and fall. (Reference: Table 2.24a)

2.7.7 Trip Activities

The primary activity undertaken by the three groups was very much in line with the stated purpose of their visit: Business Only conducting business (73%), those Visiting Friends and Relatives doing just that (73%) and Vacationers sightseeing (74%).

In addition to these activities,

- the Business Only group went shopping (24%), took in the night life (22%), attended meetings (14%) and visited friends/relatives (14%);
- the Visiting Friends and Relatives Only group went shopping (43%), went sightseeing (31%) and visited various attractions;
- the Vacation Only group went shopping (58%), took a tour (20%) and, more than any other group visited attractions such as the beach, museums/historic sites, gardens and parks. (Reference: Table 2.25)

Table 2.25

Trip Activities

	Trip Purpose		
	Business	VFR	Vacation
	%	%	%
Attended:			
Conference/convention	11	-	-
Corporate meeting	14	-	-
Trade show	2	-	-
Sporting event	1	2	3
Festival/cultural event	4	6	6
Activities:			
Went shopping	24	43	58
Sightseeing	15	31	74
Conduct business	73	3	1
Nightlife	22	12	14
Other outdoor	4	12	16
Took a tour	6	5	20
Passing through	6	5	12
Fitness activities	4	4	3
Other sporting activities	3	4	4
Skiing	-	1	-
Visited:			
Beach/Lakeshore	8	16	24
Museum/historic sites	4	8	36
Friends/relatives	14	73	4
Gardens/Parks	10	17	46
Fair/Amusement Park	1	2	6

Source: Visitor '87/'89

3.0 VANCOUVER

Vancouver's unique position on Canada's Pacific Coast, midway between the emerging nations of Asia and the older cultures of Europe, along with its spectacular setting and beauty contribute to its growing importance as an international tourism destination. While Vancouver is an urban destination in its own right with sufficient attractions and services to satisfy discerning international travellers, Vancouver also plays a very important role in the tourism industry of the province as the gateway to Western Canada.

Awareness of Vancouver as an attractive international destination was stimulated by both Expo '86 and, to a lesser extent, the 1988 Winter Olympics. Significant capital investment in hotels, attractions and services (SkyTrain, the Vancouver Trade and Convention Centre) have kept pace with the increasingly sophisticated demands of today's travellers.

3.1 Current Market

In 1989, Vancouver was host to a total of over 6.1 million overnight visitors (see Table 3.1). Of this total, approximately 40% were residents of British Columbia and the balance had come from outside the province. The two most important sources of non-resident visitors were Ontario and the international market. Over 660,000 residents of Ontario spent at least one night in Vancouver in 1989, equivalent to 11% of all overnight visitors. The international markets accounted for a further 10% of overnight visitors. Vancouver's appeal as a destination to long-haul markets is further evidenced by the fact that the percentage of visitors from California was equivalent to that from Washington state (6%) and that 5% of visitors were from "other U.S." states.

The major source of resident visitors to Vancouver is the Island-Coast economic development zone (which includes Victoria) at 34%, followed by the Thompson-Okanagan which generated 25% of resident visitors. As many as 18% of the resident visitors who stayed overnight in Vancouver originated in the Lower Mainland. Table 3.1 shows the relative importance of the non-resident market to the resident market.

Table 3.1

Origin of Visitors to Vancouver

ORIGIN	#	%
B.C. Residents		
Island Coast	813,171	13
Thompson-Okanagan	597,920	10
Mainland Southwest	430,502	7
Cariboo	239,168	4
Kootenays	167,418	3
North	143,501	2
Sub-total B.C. Residents	2,391,680	39
Non-Residents		
Ontario	666,853	11
Alberta	527,550	9
Other Canada	558,912	9
Sub-Total Canada	4,144,995	68
Washington	378,877	6
California	342,964	6
Other U.S.	334,794	5
Other West U.S.	223,685	4
Oregon	99,638	2
Sub-total U.S.	1,379,958	22
International	612,533	10
Total Visitors	6,137,486	100

Source: Visitors '87/'89, Resident Survey '89

3.2 Economic Impact of Tourism to Vancouver

Tourism is increasingly becoming a major source of revenue * for Vancouver. In 1989, visitors spent nearly $1.4 billion dollars during their stay in Vancouver (Reference: Table 3.2). Approximately two-thirds of this revenue was contributed by visitors from out of the province, confirming Vancouver's importance as a generator of "tourism exports" for British Columbia. In fact, 42% of all non-resident tourism revenue in British Columbia is now spent in Greater Vancouver. The city is not only an important generator of travel to the province of British Columbia but the major beneficiary of the revenue generated by the tourism industry.

Patterns of spending vary significantly according to the origin of travellers to Vancouver. Some markets are a greater source of revenue to the city than others. Ontario, for example, contributes 11% of the visitors but 18% of revenue because this market spends an average 4.8 days in the city and $81.82 per person per day - a daily expenditure only marginally exceeded by visitors from "other United States."

One-half million visitors to Vancouver are residents of the prairies, Quebec and the Maritimes. Similar to their Ontario counterparts, the length of their stay in the city is quite long, nearly 5 nights. However Prairie, Quebec and Maritime visitors spend substantially less per person per day, $53.73 compared to $81.82 spent by Ontario residents.

Ten percent of visitors to Vancouver reside overseas. Of this 10%, nearly 50% originate in Europe, 15% come from Asia and the remainder come from other overseas countries. Total revenues derived from international travel to Vancouver is estimated to be nearly $160 million. (Reference: Table 3.2)

* N.B. All revenue data from the B.C. Resident Study is based on preliminary figures, only.

Table 3.2

Source of Revenue

Origin of Visitors To Vancouver	Spending Per Person/ Day	Length of Stay (days)	Revenue	% of Total Revenue	% Origin of Visitors
Canada					
B.C. Residents	$70.00	3.4	$ 560,848,960	37	39
Alberta	$51.30	4.2	$ 112,312,757	8	9
Ontario	$81.82	4.8	$ 259,714,703	18	11
Other Canada	$53.73	4.7	$ 142,241,948	10	9
Sub-total Canada	$46.71	3.4	$1,075,118,368	73	68
U.S.					
Washington	$58.93	2.2	$ 48,450,071	3	6
Oregon	$53.58	2.5	$ 13,239,738	1	2
California	$62.74	2.9	$ 62,400,928	4	6
Other West U.S.	$72.64	2.8	$ 45,820,709	3	4
Other U.S.	$82.40	2.7	$ 75,312,580	5	5
Sub-total U.S.	$66.00	2.6	$ 245,224,026	16	22
Overseas	$62.32	4.1	$ 156,509,532	11	10
Total revenue (1989)			$1,476,851,926	100	100

Sources: B.C. Resident Study '89
Visitor '89

3.3 Expenditure Breakdown

The primary beneficiary of non-resident spending in Vancouver is the hotel sector: 29% of the tourist dollar was spent on accommodation for a total of $290 million in 1989. (Reference:

Tables 3.3 and 3.4) Visitors to the urban centre of Vancouver also spent significant sums on restaurant meals, $15.30 per person per day for a sum of $225 million. Since many visitors spent time shopping while in Vancouver, the third major beneficiary of tourists' expenditure was the retail sector where over $152 million in revenue was contributed by out-of-province visitors in 1989. Information concerning the allocation of expenditures by resident visitors to Vancouver is not yet available. (Reference: Table 3.4)

Table 3.3

Allocation of Non-Resident Expenditure in Vancouver Compared to Province as a Whole

Per person/per day

Expenditures	Vancouver	B.C.
Accommodation	$19.68	$15.33
Restaurants	$15.30	$11.89
Shopping/Souvenirs	$10.34	$ 7.79
Auto Transport	$ 6.60	$ 6.24
Package/Cruise	$ 5.02	$ 4.30
Groceries/Bev.	$ 3.70	$ 3.35
Other Transport	$ 3.70	$ 2.67
Recreation	$ 2.30	$ 2.26
Entertainment	$ 2.07	$ 1.58
Other	$ 2.50	$ 1.98
TOTAL	$64.57	$53.12

Source: Visitor '87/'89

Table 3.4

Allocation of Non-Resident Revenue By Category

Total Expenditure	Vancouver $ Millions	Vancouver Percentage	B.C. Percentage
Accommodation	$290	29%	26%
Restaurants	$225	22%	21%
Shopping/Souvenirs	$152	15%	14%
Auto Transport	$ 97	10%	11%
Package/Cruise	$ 73	7%	8%
Groceries/Bev.	$ 54	5%	6%
Recreation	$ 33	3%	5%
Entertainment	$ 30	3%	5%
Other Transport	$ 22	2%	5%
Other	$ 36	4%	4%
TOTAL NON-RESIDENT	$1,012		

Source: Visitor '87/'89

3.4 Purpose of Trip

The reasons why visitors come to Vancouver differ slightly according to whether they are residents of the province or non-residents (see Table 3.5). In both markets, approximately 33% of visitors were in Vancouver for the purpose of visiting friends and relatives and 26% of visitors were staying in the city for business-related reasons. As might be expected, non-resident visitors were more likely to be on a touring trip (25%) compared to residents (3%). Conversely, a larger proportion of resident visitors perceived themselves as being on a city trip (14%) compared to non-resident visitors (3%). The propensity to take a city trip is directly related to the distance of visitor origin.

Specifically, as many as 21% of Vancouver's visitors from Washington described their trip as a city trip compared to 8% from Oregon, 4% from California and 2% from Ontario. Washington visitors stayed fewer days on average and were more likely to go shopping than visitors from other U.S. states and Canada. Visitors' high daily expenditures in Vancouver are partly explained by the fact that 26% of all visitors to Vancouver were on a business trip compared to 17% of all visitors to the province as a whole.

The importance of the Ontario market to Vancouver is exemplified by the 46% of Ontario visitors which arrived in Vancouver on business. They represent an important pool of guests who could potentially be persuaded to return for a leisure trip or to combine business with a pleasure trip.

Table 3.5

Purpose of Visit to Vancouver

Main Purpose	Non-Resident Visitors %	B.C. Residents %
Business Trip		
Conf/Convention	7	8
Corporate meeting	3	5
Other business	16	13
Sub-total business trip	26	26
Other		
Visit friends and relatives	30	36
Touring trip	25	3
City trip	3	14
Personal matter	3	13
Outdoors trip	3	-
Resort vacation	3	-
Cruise	3	-
Wilderness/adventure	1	-
Special exhibit	2	8
Sub-total (all others)	74	74
TOTAL	100	100

Source: Visitor '87/'89
B.C. Resident Study 1989

3.5 Accommodation

The preferred form of accommodation for non-resident visitors to Vancouver and the province in general is friends and relatives (approximately 40%). Information on accommodation usage by residents is not yet available.

A significant portion of non-resident visitors to Vancouver stayed in hotels (25%), motels (17%) or campgrounds (9%). Bed and breakfasts captured 2% of the non-resident Vancouver visitor market and another 2% stayed in a resort facility. In total, commercial accommodation for which bed tax is collected captured a 44% share of the non-resident accommodation market, equivalent to $290 million in gross revenue. (Reference: Table 3.6)

There is considerable variation in accommodation usage according to the origin of the visitor. Residents of "other U.S.", "other Canada", Ontario and Washington are most likely to use hotels. Generally, Canadians are more likely to be staying with friends and relatives than are Americans.

Table 3.6

Non-Resident Use of Accommodation in Vancouver and B.C.

Accommodation	Vancouver	B.C.
	%	%
Friends & Relatives	40	37
Hotel	25	18
Motel	17	18
Trailer/Tent/Camper	9	16
Resort	2	3
Bed & Breakfast	2	1
Cruise Ship	2	1
Other	5	5

Source: Visitor '87/'89

3.6 Activities

The three most popular activities of non-resident visitors to Vancouver were sightseeing (44%), shopping (39%) and visiting friends and relatives (39%). (Reference: Table 3.7) Americans are more inclined to take a tour or go sightseeing than Canadians from out of the province. Information on the activities undertaken by residents is not yet available.

Table 3.7

Activities of Non-Resident Visitors to Vancouver
Compare to Visits to the Total Province

Activities	Vancouver	B.C.
Festival/Cultural	5	5
Corp. Meeting	3	2
Conf./Conv	2	2
Sporting Events	2	2
Trade Show	1	-
Other	1	1
Sightseeing	44	42
Went Shopping	39	36
Friends & Relatives	39	37
Gardens/Parks	23	20
Beach Lakeshore	22	22
Museum/Historic	15	14
Passing Through	14	17
Conduct Business	14	10
Nightlife	14	11
Took a Tour	10	9
Fitness Activity	4	3
Fair/Amusement Park	3	3
Skiing	2	4
Fishing	1	2
Golf	-	1
Other Outdoor	18	21
Other Sporting	6	8
Other	2	2

Source: Visitor '87/'89

3.7 Transport

The importance of Vancouver's airport to the visitor industry is evidenced by the fact that as many as 64% of the city's non-resident visitors arrive by air. (Reference: Table 3.8)

In comparison, 37% use automotive transport to get to British Columbia. However, since a large number of visitors rent cars in Vancouver, 62% of the visitors use auto transportation to travel throughout the province. While 64% of the non-resident market arrive by air in Vancouver, only 5% of the visitors use air to travel around the province. (Table not shown).

In terms of resident travel to Vancouver, 76% arrive with their own cars, 10% arrived by plane and 5% used bus transportation. (Reference: Table 3.8)

Table 3.8

Transport Used by Visitors to Vancouver

Transport to B.C. (Parties)	Non-Residents %	Residents %
Air	64	10
Own auto	26	76
Rent auto	7	n/a
Ferry	5	6
Own camper	4	-
Bus	3	5
Train	1	1
Cruise	1	-
Other	1	1

Source: Visitor '87/'89, Resident Survey '89

3.8 Visitor Characteristics

Because of the relatively high proportion of persons travelling on business to Vancouver, average party size among visitors to Vancouver is slightly lower than the provincial non-resident average of 2.5, at 2.2 for non-residents and 2.3 for residents. As many as 29% of Vancouver visitors are travelling alone and 45% are travelling as couples. Only 10% of the non-resident parties visiting Vancouver included children compared to 15% of resident parties for the province as a whole.

3.9 The Package Tour Market to Vancouver

According to the Visitor '89 study, 7% of Vancouver's non-resident visitors, equivalent to 261,000 individuals stated that they were travelling as part of a package tour. According to the National Tour Association and SEA Travel/Tourism research, 469,000 passengers took multi-day bus tours to Vancouver in 1988. Also, according to the Vancouver Port Authority, over 350,000 passengers took a cruise out of Vancouver. Clearly the number of visitors involved in various types of packaged tour experiences is significant and may have been underestimated in the Visitors '89 study.

In order to gain an understanding of the tour operators' perceptions of the group tour market to the Pacific Northwest a survey of 75 tour company representatives was undertaken. On average, 92 tours were offered per company and Vancouver was included in 95% of the tours to Western Canada as an overnight stop and was featured as a main destination in 75% of tours in Western Canada and the Pacific Northwest. The relative importance of other cities as main destinations for the tour market in Western Canada and the Pacific Northwest was as follows: Calgary (39%), Victoria (36%), Seattle (27%) and Edmonton (15%). Needless to say, Vancouver and Victoria are major destinations for the West Coast tour market.

The majority of tours which included Vancouver were described by the tour operators as intra-urban or general touring between cities (75%). A further 39% of tours were described as city sightseeing tours, and 25% were classified as pre/post cruise packages.

Sixty-six percent of tours take place in the summer. 16% take place in the spring and 16% occur in the fall. The shoulder season accounts for 32% of packaged tour business in Vancouver compared to 46% of the package tour business occurring in Seattle's shoulder season and 21% reported for Victoria.

Tour operators were asked to rate various elements of a city trip package in order of importance to their clients. The rating was between 1 (not very important) and 6 (very important). Elements which obtained ratings of four or more are as follows:

Guided tours of city attractions	5.5
Quality/superior accommodation	4.9
Selection of restaurants	4.5
Selection of shopping	4.4
Formal gardens	4.2
Museums and galleries	4.0

Tour operators were also requested to provide a rating of their level of satisfaction with Vancouver attractions and facilities on a scale of 1 (very low satisfaction) to 5 (very high satisfaction). The result for Vancouver are as follows:

Quality of accommodation	4.5
Quality of restaurants	4.5
Number of restaurants	4.4
Quality of attractions	4.4
Quality of conventions/conference facilities	4.3
Number of different kinds of accommodation	4.2
Quality of outdoor recreation activities	4.2
Number of attractions	4.1
Quality of entertainment activities	4.1
Variety of entertainment activities	4.1
Quality of ground transportation services	4.1

Quality of visitors information services	4.1
Variety of outdoor recreation activities	3.9
Number of visitors information services	3.9
Number of ground transportation services	3.8

All features tested rated well. The highest levels of satisfaction were obtained for the quality of accommodation and restaurants (4.5 each) and the number of restaurants and quality of attractions in Vancouver (4.4 each). Since these are all critically important elements of a city package, Vancouver is in a strong position to market itself aggressively against its competition.

Operators were asked which urban destinations could be considered Vancouver's main competition. The cities obtaining more than a 10% response were as follows:

Seattle	36%
Victoria	20%
Toronto	15%
San Francisco	15%
Portland	14%
New York	12%
Calgary	12%

Tour operators were also asked why they included Vancouver on their itineraries. Twenty-five percent attributed the inclusion to the city's beauty and 23% indicated it was due to client requests. This indicates consumer awareness of Vancouver is strong and positive. Eighteen percent of tour operators indicated the city offered a variety of activities and attractions and a further 13% indicated that Vancouver was the gateway to Western Canada.

Vancouver's strengths as identified by tour operators were as follows:

- Nice parks and beautiful scenery
- Nice attractions
- Safe
- Easy to get around
- Clean
- Offering good shopping
- Good climate
- Good hotels
- An international flavour

The city's weaknesses were identified as follows:

- High hotel prices
- Poor location of hotels and motels
- Poor air connections
- Expensive
- Over crowding

Suggestions for increasing Vancouver's attractiveness in order of mention were as follows:

- Publish more information, do more advertising
- Keep prices down
- Organize more big events
- Improve air access and bring down air fares
- Develop more attractions

3.10 The Motor Coach Tour Market

According to the National Tour Association (NTA) and SEA Tourism/Travel research, multi-day tours to Vancouver involved 469,000 passengers who stayed an average of 2.2 days in the city for a total direct impact of $159 million. Eighteen percent of this business was generated by tours originating within the province. The top ten states and provinces of origin for bus tours to Vancouver were as follows:

Table 3.9

State/Province	Economic Impact (Millions)	Percentage
British Columbia	$49	18
Washington	$47	17
New York	$37	14
Alberta	$37	14
Ontario	$28	11
California	$10	4
Minnesota	$10	4
Rhode Island	$ 6	2
Illinois	$ 6	2
Connecticut	$ 2	2

Sources: National Tour Association
SEA Tourism/Travel Research

The bus tour market for Vancouver is attractive for at least three reasons:

1. Bus tour passengers spend more per day on average than do independent travellers. Non-resident daily expenditures averaged $64.57. (Reference: Table 3.3). According to the NTA, passengers on multi-day tours spend an average of $118.96 per person per day, distributed as follows:

Table 3.10

Multi-day Tour Passenger Expenditures

	Expenditures per person per day
Out-of-Pocket	$ 38.82
Lodging	$ 27.61
Transportation	$ 19.91
Meals	$ 8.31
Attractions	$ 7.17
Other	$ 17.14
Total	$118.96

Source: National Tour Association

---

2. The bus tour business is handled by a relatively small number of operators who are easy to identify and work with.

3. The bus tour market provides an opportunity to influence itineraries and channel the revenue to sectors of the community which require it most.

4.0 VICTORIA

The tourism industry is the dominant industry in the province's capital city. The city's location on the south end of Vancouver Island has made it an attractive destination. Situated in close proximity to Washington State, population centres of the Pacific Northwest and the Lower Mainland of British Columbia, the trip by ferry to the Island provides scenic and relaxing transportation for tourists. Victoria is a unique attraction for Seattle residents reinforced by B.C. Stena Cruise Lines and more recently the Victoria Clipper which ferries passengers from Seattle into downtown Victoria. The many original buildings dating back to before the turn of the century, the Empress Hotel, the parks, gardens, flower baskets, and the double-decker tour buses add to the city's image which has been described as "charming" and creates a "British" atmosphere.

Victoria was judged "to provide the most pleasant environment" in a survey undertaken by the magazine Conde Naste Traveller. It was rated among the top ten favourite destinations comparing it favourably with, Florence, Paris, Rome, London, Vienna, while ranking it ahead of Vancouver, Seattle, Brussels, Bangkok and many more. Victoria as an urban destination has earned an international reputation attracting visitors from all over the world.

4.1 Current Market

In 1989 there was an estimated 3.7 million visitors to the Greater Victoria area which represents approximately 12% of the provincial total. B.C. Residents comprised the largest market share of visitors to Victoria at 50% followed by Americans 31%, Canadians 13% and the international market at 7%.

The United States market was dominated by visitors from California (8%), Washington and Oregon whereas Canadian visitors predominantly originated from Ontario (5%), followed by Alberta and the rest of Canada.

The overseas market has increased provincially from 6% in 1979 to 11% in 1987. This market comprises 18% of the total number of visitors to Victoria.

4.2 Economic Impact of Urban Tourism to Victoria

Tourism revenue generated in Victoria is estimated to exceed $610.9 million per year in direct expenditures. This is based on a total of 11,032,480 person nights spent in the Greater Victoria Region. Non-resident travel accounts for approximately $316.8 million and B.C. residents spent the remaining $294.1 million *. (Reference: Table 4.1)

Table 4.1

Revenue by Origin

	Per Diem Expenditures $	Length of Stay (days)	Visitors	Expenditure $	% Expenditures
Canada					
Alberta	50.64	3.7	152,058	28,818,796	5
Ontario	69.37	3.5	183,278	44,880,650	7
Other Canada	60.30	3.2	141,667	26,908,940	4
U.S.					
Washington	64.72	2.4	257,906	40,727,690	7
Oregon	53.67	2.5	125,595	16,716,890	3
California	76.48	2.7	291,725	57,911,030	10
Western U.S.	66.78	2.1	211,761	31,314,580	5
Other U.S.	78.77	1.8	251,740	36,684,690	6
International	50.00	2.6	658,125	32,908,230	5
B.C. Residents	48.36	3.3	1,843,000	294,120,700*	48
Total			3,710,886	$610,992,190	100

Sources: Visitor '87/'89
B.C. Resident Study 1989

* N.B. This revenue figure is a preliminary estimate, only.

The California market provides the highest daily expenditures ($76.48) of the defined geographic areas compared to British Columbia residents at $48.36 per day. Ontario and Western U.S. visitors followed with second and third highest daily expenditures of $69.37 and $66.78 per day.

In terms of how market share relates to expenditures, Ontario visitors are the source of 7% of tourism revenue but constitutes 5% of all visitors. Californians contribute 10% of revenue and comprise 8% of visitors. B.C. residents however, account for 48% of revenue and 50% of visits. Therefore the volume of travel by B.C. residents constitutes a major market.

4.2.1 Expenditure Breakdown

The data indicates expenditures vary between residents and non-residents. Accommodation was the largest expense category for non-residents at 28% of the travel dollar compared to 9% of residents' travel dollar. Residents spent freely in the area of restaurant purchases but only non-residents reported expenditures for shopping/souvenirs. (Reference: Table 4.2)

Table 4.2

Expenditure by Visitors

Expense Category	Residents (1987)	Non-Residents (1988)
	%	%
Restaurants	41	19
Auto Transportation	21	9
Recreation/Entertainment	18	4
Accommodation	9	28
Shopping/Souvenirs	-	14
Packages/Cruise	-	11
Other Transportation	-	8
Groceries	-	4
Other	11	3

Sources: Visitor '87/'89
B.C. Resident Study 1989

The previous amounts reflect resident and non-resident differential emphasis in travel expenditures. A reliance on staying with friends and relatives reduces residents' needs for commercial accommodation relative to non-resident visitors.

4.2.2 Group Tour Expenditures

The motor coach tour industry to Victoria is a growing business according to SEA Travel and Tourism research. Victoria received an estimated 12,554 bus tours in 1988. Revenue resulting from motor coach tours is estimated to be $169.3 million. This revenue was received through operator expenditures, $73.4 million, passenger incidental spending $32.4 million and the total indirect impact was $63.5 million.

Operator expenditures are distributed as follows.

	%
Transportation	28
Accommodation	27
Meals	12
Attractions	10
Other	23

The overall total revenue can be divided into multi day tours and single day tours. Total direct impact for multi day tours is $93.4 million and for day tours is $12.4 million. The multi day tours represent 67% of the market and result in 88% of the bus tour revenue.

4.3 Urban Trip Characteristics

The type of trip taken by visitors to Victoria varies by resident and non-resident travellers. The major trip purpose for non-residents was touring trips (44%), whereas visiting friends and relatives (43%) was the main purpose of trips for residents. For non-residents a city trip accounted for 5% of the total market in contrast to the resident market in which city trips accounted for 12% of the

market. (Reference: Table 4.3) This is similar to the package tour market where the city destination is incorporated into a larger trip itinerary.

In the tour operators survey "general touring between cities" accounted for 86% of the tours offered to Victoria city and 75% of the actual tour sales. City sightseeing amounted to 19% of the packages sold but this includes multi night tours staying in Victoria. Thirty-three percent of bus tour sales are one-day trips. These bus tours come by way of Vancouver and Seattle and are usually destined for other centres. Two percent of the tours to Victoria involve pre and post meeting activities, a component that will grow with the use of the new convention facilities.

Table 4.3

Type of Trip

Trip Purpose	Non-Residents %	Residents %
Touring trip	44	11
Visit friends and relatives	23	43
Business	9	11
City trip	5	12
Resort vacation	5	1
Outdoors trip	4	5
Cruise	3	-
Personal matter	3	8
Special exhibit	2	4
Visit theme park	1	-
Wilderness adventure	1	1
Pleasure trip	-	3
Education	-	1

Source: Visitor '87/'89, Residents Survey '89

4.4 Visitor Characteristics

The demographic and travel habits of visitors to Victoria vary by resident and non-resident travellers. The non-resident visitor will be discussed in greater detail than the resident visitor due to available information.

The average party size among non-residents and residents is similar at 2.6 persons and 2.5 persons per party respectfully. The following table examines party size by origin of visitor.

Table 4.4

Party Size of Visitors To Victoria

Origin	Average Party Size by Origin
Non-Resident	2.6
Oregon	3.1
International	3.0
Other U.S.	3.0
Washington	2.8
Western U.S.	2.7
Other Canada	2.6
California	2.6
Alberta	2.2
Ontario	2.1
Resident	2.5

Source: Visitor '87/'89

Predominantly the visitor parties to Victoria are parties of two adults, single adults or parties of three with children.

The age distribution of visitors illustrates the predominant incidence of adults in the visitor party. In terms of non-resident visitors to Victoria, 59% are between the ages of 35 and 64 with the 35-44 age range being the largest category at 22%. On the other hand, resident travellers to Victoria are younger. The 25-44 age group accounts for 53% of the total population interviewed. It should be noted that respondents to the resident survey were 18 years and older. (Reference: Table 4.5)

Table 4.5

Age of Visitors

Age	Non-Residents %	Residents %
15-18	2	-
19-24	7	11*
25-34	19	28
35-44	22	25
45-54	18	13
55-64	19	11
65 and over	14	12

* category is 18 - 24 years

Source: Visitor '87/'89; Resident Survey '89

The average household income for resident visitors is estimated to be marginally above $40,000 per year and according to Visitor '87/89 non-residents' average household income is $48,000 per year.

Summer was the predominant season to travel to Victoria particularly among non-resident visitors, 38% of non-resident travel took place during July, August and September. In general, more distant markets show a higher propensity to travel to Victoria during this period than close-in markets. Travel by close-in markets is fairly evenly spread over spring, summer and fall. (Reference: Table 4.6)

Table 4.6

Seasonality of Visits by Origin

Seasonality:

	Total	Alberta	Ontario	Canada	Wa-shington	Oregon	Cali-fornia	Other U.S.	U.S.	Interna-tional
Winter	11	16	20	20	12	8	2	2	1	20
Spring	27	19	27	25	38	20	24	24	26	37
Summer	38	38	26	32	27	50	41	50	51	31
Autumn	24	27	27	23	23	22	32	24	22	12

Source: Visitor '87/'89

Resident travel in 1989 was strong virtually all year with the most popular season being winter (30%) followed closely by summer (28%) and the lowest season being fall (15%). (Reference: Table 4.7).

Table 4.7

Seasonality of Resident Travel

Season	%
Winter	30
Spring	26
Summer	28
Fall	15

Source: Resident Travel Survey '89

4.5 Trip Characteristics

Private automobile was the preferred choice of transportation during trips to Victoria by all visitors, residents 71%, non-residents 36%. A rented automobile was popular among long-haul travellers particularly from Ontario, other U.S.A. and international markets. Ferry transportation, singled out by most tourists, illustrates the reliance on water transport to Vancouver Island. (Reference: Table 4.8)

Table 4.8

Transportation Usage by Visitors in B.C.

	Non-residents	Residents
	%	%
Private Automobile	36	71
Ferry	35	11
Rented Automobile	31	1
Bus	16	5
Camper	8	3
Air	4	4
Train	2	1
Cruise Ship	2	-
Sail Boat	-	1
Other	13	3

Percentages greater than 100% due to multiple responses.

Source: Visitor '87/'89, Resident Survey '89

According to a survey undertaken by Tourism Victoria, visitors to the city used slightly different forms of transportation while in Victoria. For example, private car was still the dominant form but walking was also popular, as was rental cars and tour buses. (Reference: Table 4.9)

Table 4.9

Main Form of Transportation in Victoria

Mode	%
Private Car	61
On Foot	17
Rental Car	13
Tour Bus	6
Transit Bus	1
Taxi	1
Other	1

Source: 1989 Exit Survey, Tourism Victoria

The high percentage of "on foot" transportation indicates attractions and amenities in Victoria are convenient to accommodation facilities and transportation terminals downtown.

Accommodation usage also varied between residents and non-residents. Residents relied heavily on friends and relatives for accommodation whereas non-residents primarily used commercial accommodation. However, among non-residents, visitors from Canadian provinces and international markets were more likely than American travellers to take advantage of friends' and relatives' hospitality. Campers were used more often by visitors from states and provinces in close proximity to Victoria such as Alberta, Washington, Oregon and California. (Reference: Tables 4.10 and 4.11).

Table 4.10

Accommodation Usage by Non-Resident Visitors to Victoria

Accommodation:	Origin of Visitors									
	Total	Alberta	Ontario	Canada	Wa-shington	Oregon	Cali-fornia	Other U.S.	U.S.	Interna-tional
Motel	30	21	20	17	39	57	31	39	40	34
With Friends/ Relatives	27	50	41	49	13	6	8	8	6	34
Hotel	25	15	27	25	28	15	33	25	34	20
Trailer/Tent Camper	10	12	3	3	6	13	20	17	7	7
Bed & Breakfast	4	-	4	5	7	6	3	5	9	2
Resort	-	-	-	-	1	-	-	-	-	-
Cruise-ship	1	2	-	-	-	-	3	1	5	-
Other	3	-	5	1	5	2	2	3	-	3
Did not spend night	-	-	-	-	2	1	-	1	1	-

Source: Visitor '87/'89

Table 4.11

Accommodation Usage by Resident Visitors to Victoria

Accommodation type	%
Friends & Relatives	73
Hotel	12
Motel	9
Camping	1
Other	5

Source: Canadian Travel Survey 1988

Tourists to Victoria participated in a variety of activities ranging from outdoor activities to business endeavours. The most popular activity was sightseeing, particularly among non-resident visitors (64%) followed by shopping (48%).

Attractions frequently attended included museums/historic sites (34%), gardens/parks (38%), and beaches (23%). (Reference: Table 4.12)

The Tourism Victoria study identified additional pursuits which had high levels of participation. These included visiting tourist attractions and strolling.

Table 4.12

Activities of Non-Resident Visitors to Victoria

	%
Attended	
Festival/Cultural Show	5
Sporting Event	1
Conference	1
Corporate Meeting	1
Other	1
Activity	
Sightseeing	64
Shopping	48
Took a Tour	16
Passing Through	11
Conduct Business	7
Fishing	1
Other Outdoor	
Night Life	11
Fitness Activity	2
Golf	1
Other Sporting	4
Other	2
Visited	
Gardens/Parks	38
Museum/Historic	34
Friends and Relatives	30
Beach	23
Fair/Amusement Park	4
Other	2

Total greater than 100% due to multiple responses.

Source: Visitor '87/'89

4.6 Product Demands and Perceptions

The Tour operator evaluation of Victoria's tourism product did not reveal any new or unexpected findings. Visitors to Victoria are interested in sightseeing, shopping and visiting tourist attractions. Victoria offers many opportunities in this regard. Overall, the Provincial Museum and Butchart Gardens are the most popular attractions. Specific outdoor recreation activities such as golf or fishing are popular with smaller segments of the visitor market to Victoria.

Tour operators ranked the importance of tour package elements to visitors. Guided tours of city attractions, quality accommodation, selection of restaurants, and selection of shopping were all considered integral to tours. Spectator sports, night clubs, recreation/sport packages, and public transportation within the city were not considered essential for an attractive package.

The Tour Operator Survey identified a concern over a perceived shortage of accommodation for bus tours. From a bus tour perspective it is important to provide accommodation facilities capable of catering to a group in terms of available rooms, restaurant seats, and parking space for the tour bus. The latter point is essential for any business catering to this market segment.

The data reveals bed and breakfast has become more popular in recent years. Although it still remains a small market segment (4%) bed and breakfast has grown to become an alternative form of accommodation.

Visitors view Victoria as a friendly scenic destination. The city is considered to be safe, clean, and presents a foreign atmosphere to Americans - charming with a British flavour. The city also operates at a relatively relaxed pace which appeals to travellers. In 1989, 94% of visitors indicated they would return to Victoria.

Overall, visitors' responses revealed they were very satisfied with most aspects of Victoria as a travel destination. Tour operators rated attractions, and restaurants very high. The variety of accommodation, entertainment activities, and ground transport facilities received average responses.

Victoria received very positive ratings for attributes such as scenery, beautiful gardens, cleanliness and for being friendly which adds to its attractiveness as a destination. Pricing and value for dollar

spent ranked lower in terms of satisfaction. These latter scores should "act as a reminder that Victoria should not neglect the good service and value for money principles."[7] (Reference: Table 4.12).

Table 4.12

Visitor Satisfaction

(Percentage responding favourably)

	%
Attractive Scenery	96
Beautiful Gardens	95
Clean	94
Pleasant Climate	90
Friendly	85
Interesting Attractions	84
Relaxing/Restful	77
Holiday Pace	74
Good Food Restaurants	78
Good Information Centres	73
Heritage Appeal	73
Good Directional Signage	68
Good Motels/Hotels	66
Different Culture	50
Good Value for Money	46
Reasonable Prices	41

Source: Tourism Victoria, 1989 Exit Survey

According to the data, visitors have positive opinions of Victoria as a destination. The physical setting of Victoria on the waterfront with mountains to the south and west, coupled with the historical aspects of the city nurture their attitude.

[7]Tourism Victoria, 1989 Exit Survey, Page 63)

4.7 Strength and Weaknesses

As mentioned previously Victoria presents a positive image. For a variety of reasons Victoria is considered a beautiful city with friendly helpful people. It is considered clean, relaxing and caters to the out-of-town traveller. Visitors believe the city offers a wide variety of activities and attractions. Several specific mentions include the city's historical interests, British ambience, waterfront, flowers and gardens, particularly Butchart Gardens. In addition, tour operators considered Victoria charming and unique.

With respect to Victoria's weaknesses there were few, but considered significant. Downtown parking, transportation, lack of entertainment, and customs agents were singled out by visitors. Tour operators expressed major concerns over the lack of accommodation, hotel pricing and access from the U.S. These points are highlighted in the Tour Operators Survey and the Tourism Victoria Exit Survey.

4.8 Competition

The city's primary competitors are Seattle and Vancouver. However, these cities are considered different from Victoria. For Americans, Seattle is a typical U.S. city without the foreign charm of Victoria which is particularly attractive to U.S. tourists. In the First Time Visitors Study, residents of San Francisco stated they prefer Victoria to Seattle.

Vancouver is larger and more cosmopolitan than Victoria, offering a greater selection of entertainment. Victoria is smaller, charming with a British atmosphere and operates at a more relaxed pace. Victoria is also considered more tourist oriented. Essentially, Victoria offers a different product than does Vancouver or Seattle and should position itself accordingly.

In Conde Naste Traveller magazine, Victoria was compared favourably to international cities and was judged to be the "city with the most pleasant environment" by the readers of the publication. This adds to Victoria's strength as a travel destination.

5.0 CONCLUSIONS

5.1 Role of Cities in British Columbia

The contribution to the province made by the two major cities, Victoria and Vancouver, is significant. In total over 9.8 million visitors over-night in the two cities representing over 77% of the visitors to the province. Expenditures amounted to in excess of $2.0 billion ($2,087,844,100) based on the survey data from the Resident* and Visitor '87/89 studies.

Vancouver in particular is a gateway city to British Columbia. The long-haul markets and tour markets arriving by plane use Vancouver to connect with their ground transportation. Sixty-four percent of non-resident travel parties to Vancouver arrive by air transport. Sixty-two percent use automobiles (rented) to travel around the province. Victoria, on the other hand, is a gateway to Vancouver Island and to some extent British Columbia.

Business travel to Vancouver is significant amounting to 26% of all visitors to the city. Conference travel accounts for nearly 33% of the business component to Vancouver. The business portion of travel to Victoria is approximately 10% (non-resident 9%; resident 11%).

Taking a touring trip remains one of the primary purposes of non-resident travel to both cities (Vancouver 25%, Victoria 44%). This suggests stops in these cities are part of the overall trip itinerary and perhaps provide a focal point to the trip. These urban centres provide the sites for most of the province's attractions, facilities and many cultural activities, thereby providing the highest quality of facilities and services for visitors.

The awareness level of the province in non-Canadian markets, particularly in California, consists primarily of Vancouver, Victoria, Vancouver Island and Butchart Gardens.[8] Expo '86 centred additional attention on Vancouver, and more recently Whistler/Blackcomb has built on this awareness in more local and distant markets.

* N.B. revenue figures based on preliminary estimates, only.

---

[8]Washington/Oregon Market Study 1989, California Perceptions of British Columbia and Vancouver, 1987

The package tour business has responded to increased demand for western travel. The purpose of the trip may be to see the Rockies or wilderness related scenery. However, Victoria and Vancouver are featured as destinations, therefore adding to the saleability of the package. Both cities have individual characteristics which provide different experiences for the consumer.

The tour business in B.C. increased from a ranking of eleventh in 1984 to third in 1986 in terms of destination among all provinces and states in North America. This ranking has been maintained through 1988 and due to a persistent demand for trips to the Pacific Northwest, B.C. will continue to be a favourite destination.

Other components of travel to B.C.'s cities is the pre and post meeting tour/trip, or business activity. Focus groups undertaken in B.C's traditional markets revealed that visitors are motivated by an activity such as skiing or fishing and that a night in Vancouver for shopping or nightlife is an important component of their trip. The pre or post convention/cruise segment is also important. Potential visitors wish to have more knowledge about the destination they will be visiting and may be convinced to extend their stay upon completion of their business in the city.

The role of the city in British Columbia is important to the overall travel industry. Victoria and Vancouver provide the attractions for the touring market to travel to these destinations. Both cities, but more so Vancouver, are gateways to other destinations within the province. The city trip market, although it is a small segment, contributes significantly to the province's economy.

5.2 Marketing Opportunities

Overall B.C. is viewed as offering clean, scenic, uncrowded vacation destinations. The cities are considered safe and the people friendly. Vancouver, particularly among the California market, is considered a modern cosmopolitan city with unique scenery, high quality attractions and activities, with a world class harbour. Victoria, a favoured destination of Prairie Canadians and Californians, is liked for its ambience, historical nature, British influences and gardens.

The two cities offer different experiences but appeal to similar markets.

5.2.1 Vancouver

The Pacific Rim is considered to be the fastest growing economic region in the world. Vancouver is in a position to benefit from long-haul markets in this area. International travel to the province increased from 6% in 1979 to 10% in 1987. Australia, New Zealand as well as Europe showed marked increases in travel to B.C. Similarly, long-haul markets in North America, specifically Ontario and Eastern U.S., also showed visitation increases.

The increased awareness of Vancouver in the travel market is reflected in the Conde de Naste Traveller Survey which rates Vancouver in the top 18 city destinations in the world.

Locally, Vancouver is a destination for visitors from Victoria and other parts of B.C., Washington, Oregon and California.

From a city trip perspective, Victoria and Seattle are attractive markets for Vancouver. Past campaigns such as "Discover the Magic" and "Discover The Spectacular" successfully attracted visitors from Seattle.

Seattle, Spokane and Portland residents have indicated a willingness to take short get-away trips. The U.S. Pleasure Travel Market Study (1986) suggests a city trip is considered a weekend get-away by many and tends to be an impulse decision involving minimal planning. These urban areas as well as Victoria are potentially very attractive destinations for trips positioned as a get-away.

While Vancouver appeals to many markets defined by purpose, origin, age and interests, there are probably three target markets which can provide the best return on marketing efforts over the next five years. For each of these markets, Vancouver should position itself differently:

1. As an exciting destination for the close-in city trip market;
2. As a gateway for the touring market;
3. As a starting point and/or base for various specialty markets (cruise, ski, honeymoon, convention, etc.).

1. The Close-in City Trip Market

This is the market Tourism Vancouver is presently targeting through its "Discover the Spectacular" campaign focused primarily in Washington and California. Vancouver is positioned as an attractive and affordable destination for an off-season get-away. The primary focus of the campaign is to increase visitation during the fall. Since Vancouver is the attraction and destination, competition is with Victoria, Calgary, Seattle and Edmonton. The potential source of consumers for a city trip experience are:

- B.C. Residents on Vancouver Island (800,000 visited Vancouver in 1989);
- BC Residents in Thompson-Okanagan (600,000 visited Vancouver in 1989);
- Washington residents (400,000 visited Vancouver in 1989);
- Albertans (500,000 visited Vancouver in 1989).

This market will likely comprise three sub-segments:

i. Working couples or singles on a weekend get-away;
ii. Senior, retired couples on a mid-week get-away;
iii. Business travellers which could be persuaded to add on an extra two days for pleasure (with a spouse or companion).

Vancouver's appeal in the shoulder and off peak months will provide good value and the opportunity to enjoy Vancouver's world class attractions, hotels, restaurants, retail and cultural opportunities at reasonable prices and among reasonable crowds.

To stimulate this travel, the City will need to develop more shoulder season festivals and events in order to provide the extra incentive for a visit. First Night, Chinese New Year and the Winter Festival are good examples. However, more festivals and events are recommended in the spring and fall.

The "Discover the Spectacular" campaign should also be directed towards B.C. residents on Vancouver Island and in the Thompson-Okanagan zone as three times as many British Columbians as Washingtonians travel to Vancouver.

2. Vancouver as a Gateway for the Touring Market

The touring market can be subdivided into two important segments: independent travellers and the group tour segment.

a. Independent Travellers

The three best sources for independent touring visitors in terms of numbers, awareness and willingness to spend are:

- California and Other West U.S. states (560,000 came in 1989);
- Ontario and Eastern Canada (1.1 million came in 1989);
- Overseas (primarily U.K., West Germany and Australia).

Fly-drive packages out of Seattle should be promoted in California and the other western states in cooperation with Victoria as visitors from these long-haul markets are likely to include both cities in their itineraries. There is already a high level of positive awareness of Victoria in California. According to research undertaken by Plog Research in 1987, Vancouver has a very positive image in California where it is viewed as a friendly, exciting, cosmopolitan city offering good value for the vacation dollar, theatres and museums and unique shopping. Vancouver is clearly and especially distinguished from Seattle as being exciting and vibrant, having historical buildings and offering

unique shopping.

Tourism Vancouver could consider working with Air Canada and Canadian Airlines International (CAIL) to develop attractive fly-drive packages out of Toronto and Montreal to Vancouver, Calgary and Edmonton. This would provide an opportunity to fly into one western city, rent a car, tour Western Canada and return from another city. Again, this long-haul market should be developed cooperatively with the Edmonton Convention And Tourism Authority and the Calgary Convention And Visitors Bureau.

Because of the important role Vancouver plays as a gateway to British Columbia, more effort needs to be directed towards developing long-haul markets. The major source of independent travel from overseas will be from the U.K., Germany and Australia. Many of the fly-drive packages proposed above for the Eastern Canadian market and which include more than one city could also appeal to these overseas markets.

b. Group Tour Segment

This market is also comprised of a number of sub-markets: the bus tour market, pre and post-cruise market and the international market.

There appears to be strong development potential for the bus tour market out of Ontario, New York the Eastern Seaboard and the Mid-Western U.S. Since these tours are generally intra-urban and involve several cities in Western Canada, all promotions should be undertaken cooperatively with other cities (Edmonton, Calgary and Victoria). In order to counteract the negative perception that hotel prices in Vancouver are high, the city should focus on encouraging travel in the spring and fall when hotels can be more flexible with their pricing. The development of more spring and fall festivals would also help stimulate this market. Since Calgary and Edmonton have more attractive air connections into the United States, Vancouver could benefit from a closer working partnership with these two cities. By promoting the cities as part of Western Canada, each community has more to gain from creating a larger market and subsequently maintaining its' share than it has to lose from competition with the other city.

A significant portion of the tour business from international sources is handled by a relatively small number of wholesalers and operators. Tremendous growth potential exists in the Asia-Pacific market with particular focus on Japan and the emerging markets of Hong Kong, Taiwan, and South Korea. Since visitors from these countries include Vancouver as the first stop of a touring itinerary throughout Western Canada, cooperative marketing with the other cities would be most effective. Asian visitors are already very urban in their lifestyle and prefer to stay in the class of accommodation that is only found in major urban centres.

3. Specialty Markets

Vancouver already forms the base for a variety of specialty vacations and trip types that include honeymoons, pre and post-ski vacations, conventions and incentive travel, golf packages, fishing experiences, etc. These are niche markets which can be used to fill-out the shoulder months, especially spring and fall, when occupancy is relatively low.

5.2.2 Victoria

The urban travel market constitutes a small proportion of the overall market, compared to those visitors which stay in Victoria overnight as part of their trip to British Columbia. The city trip visitor to Victoria is more likely to be from an urban environment. In the First Time Visitors Study, residents of city centres such as Toronto, Seattle, San Francisco and Los Angeles demonstrated a propensity to travel to urban areas. Ontario residents are especially attracted to the urban setting.

The results indicate California is a particularly lucrative market for Victoria. Californians have a high awareness level of the Pacific Northwest. The opportunity exists to increase visitation by encouraging visitors to Seattle to visit Victoria by ferry. The concept of a two-nation vacation, emphasizing the foreign, friendly aspect of Victoria, offers potential as does the concept of the Seattle, Victoria, Vancouver triangle. The latter format could be used to encourage and lengthen package tours into the Pacific Northwest, taking advantage of the positive, outdoor, clean, safe and friendly image present in the U.S. markets, especially California.

The close-in city trip market is very active in Victoria as a short get-away holiday particularly among B.C. residents from the Lower Mainland. Residents travel to Victoria primarily in the winter and spring (56%) taking advantage of their relatives' hospitality.

Over the years, the day trip market from Seattle to Victoria has been very popular. With the addition of year round sailings between Seattle and Victoria by Stena Lines and the Victoria Clipper, this market could increase and be persuaded to take longer overnight trips.

Past promotions such as "Double Your Pleasure" have stimulated off season travel to Victoria from Seattle. Events such as the Dixieland Jazz Festival, Swiftsure and the International Boat Race are successful in drawing traffic from the proximal U.S. markets and Vancouver. Similar events could be used to increase visitations during the off season. Although many establishments do not want to repeat deep discounts used in the "Double Your Pleasure" campaign, the concept did stimulate travel during the early spring, a traditionally slow period.

Timing promotions to coincide with U.S. holidays (long weekends) during the fall, winter and early spring is important to increasing this market segment.

Victoria has recently opened a convention/conference facility and is attempting to capture a share of this market. With the opening of this facility attracting pre and post visits becomes a realistic proposition.

The long-haul tour market to Victoria has demonstrated growth comparable to the provincial level. While at its peak during the summer, the incidence of tours to Victoria in the shoulder and winter seasons has increased. Additional emphasis should be placed on expanding this market utilizing specific holidays or events.

Similar to Vancouver, Victoria has several specific markets to emphasize over the next few years. These are as follows:

1. Close-in city trip market;
2. Touring market;
3. Specialty market.

1. The Close-in City Trip Market

This market shows the greatest potential for Victoria and could serve to increase and stabilize tourism during the fall, winter, and spring seasons. The city's geographic position with respect to Vancouver, Seattle and the U.S. Pacific Northwest, together with the water and air connection to the island combine to provide a different travel experience. The Washington/Oregon markets have a propensity for short get-away trips, making these viable markets. Trip motivating factors should include an affordable package, emphasize shopping opportunities, events or festivals and sightseeing.

Potential target markets include retired/seniors during the week and working couples and singles on weekends.

2. Touring Market

The touring market includes two subsegments: firstly the independent traveller, and secondly the group tour market. Although Victoria is not the gateway to B.C. as is Vancouver, many visitors from the U.S. will travel to Victoria via Seattle as part of a B.C. trip. Also, long-haul visitors will travel to Victoria from the Mainland. For both of these subsegments the relationship between Seattle, Vancouver and Victoria is important.

a. Independent Travellers

The independent traveller, particularly during peak season, is more apt to be on a touring trip to B.C. than a destination trip to the province. Californians, in particular, tour the Pacific Northwest and consider Victoria and Vancouver Island favourite destinations. Alberta residents are similar, since they are more comfortable in the confines of the smaller urban centre of Victoria than the larger, more cosmopolitan centre of Vancouver.

Ontario residents have also increased their travel to B.C. This market tends to stay in the urban centres and take trips outside the city during the day.

Europeans and Australians are similar to these North American markets mentioned and prefer to visit urban areas to experience the local culture.

Geographically the markets are as follows:

- California and Western U.S.;
- Alberta and Ontario;
- Overseas primarily, UK, West Germany, Switzerland, Australia.

It is important for Victoria to work cooperatively with Seattle, Vancouver and airlines to take advantage of fly and drive package opportunities from these markets. Victoria should be positioned as part of the itinerary of the touring market - See Victoria the gateway to Vancouver Island.

b. Group Tour Market

The growth in this market has come from Eastern Canada and Eastern U.S. Asian markets such as Japan, Hong Kong, and South Korea can be considered emerging markets. The amount of investments made in B.C. particularly from Hong Kong and Japan will lead to increased travel in the province.

The group tour business is intra-urban in nature and packages are primarily sold as Western Canadian. Therefore, cooperation between western cities is required to develop and increase the number of package tours. Focus on development should be for the spring and fall when tourism revenue is down and the weather is still favourable.

c. Specialty Markets

Currently, pre and post convention/cruise trips, Seattle day trips, and golf and fishing appeal to special markets. Day trips between Seattle and Victoria with the advent of year round sailings provide a good opportunity to increase off season tourism revenue. Focusing on shopping and events could also be implemented to motivate Washingtonians to visit Victoria.

Cooperative marketing with the convention centre, perhaps through shopping features, golf and fishing could appeal to the conference market to effectively extend the length of their visits to the area.

5.3 Development Implications

The Tourism Victoria Survey and the Tour Operator Survey indicated a sensitivity to product pricing, particularly in the accommodation sector. This is a significant factor when considering consumer satisfaction.

Most of the services and attractions offered in both cities were considered satisfactory in terms of variety and quality. However tour operators noted a lack of accommodation in Victoria and lack of accommodation in downtown Vancouver which could inexpensively accommodate bus tours.

According to the data, visitor activities appear to be fairly predictable, including sightseeing, shopping, and visiting attractions, gardens, and museums. Specific demands for recreation facilities such as pools, and exercise areas, were not apparent. Golfing, fishing, swimming, and boating were specifically mentioned but a small percentage of tourists actually took advantage of the availability.

Strolling or walking was popular in Victoria where 35% of the visitors interviewed in 1989 took part in this activity. This was also substantiated in the Vancouver Island Tourism Monitor 1987/88.

Although demand for specific activities was not apparent, the availability does present the urban centres as all encompassing destinations. Activities could be used to round-out packages offered to city trippers, and to the special market groups.

5.4 Urban Tourism Potential

The size of the visitor market to Victoria and Vancouver is very substantial within the total provincial market (discussed earlier). The pure city trip segment is 12% of non-resident travel and 5% of the resident travel. Business trips comprise a substantial 26% of the city trip market in Vancouver and therefore is not necessarily discretionary. The city trip market, characterized as singles or adult couples 35 to 55 years of age, with above average household income, could be convinced to travel more often at different times of the year.

As the busiest months of the tourist season are June to September an emphasis in promotions should be placed on fall, winter and early spring. Events, festivals and price advantages should provide the motivating factor. This market shows the highest potential for travel during off season.

The touring city visitor is more likely to travel during the summer months when children are out of school and weather is good. However, seniors or retired visitors tend to arrive in the late spring and early fall. These travel patterns will in all likelihood remain the same but it is essential to convince this market to add Victoria and Vancouver to their travel itinerary.

The touring rubber tire market will remain a part of the mainstay B.C. travel industry in the near future and will dominate the high season. The key is to persuade the market to stop at various destinations within the province.

The group tour market has grown in the last several years and could increase even more during the fall, winter and spring. For example, tours into Seattle during the fall and spring account for the 46% of the year round total compared to 31% in Vancouver and 22% in Victoria. The mild winters and a senior/retired market make this possible.

The city destination, primarily Vancouver, is positioned where it can "add on" to existing packages such as ski packages which combine a night's stay in Vancouver. Pre and post tours for the cruise and business segments are a viable approach to lengthening trips to Vancouver and Victoria.

Urban tourism has the potential to increase, particularly in the shoulder and off seasons by targeting the following specified markets: (a) the short city trip market; (b) the touring market; and (c) the specialty markets.

5.5 Recommendations

1. Continue to promote Victoria and Vancouver to maintain peak season levels of travel, emphasizing the strengths of each city, such as physical setting, events, attractions and shopping opportunities. This will maintain current levels of visitation from short-haul markets.

2. Work with group tour operators to promote B.C. as a destination featuring Victoria and Vancouver to increase visits from more distant markets, particularly during the fall and spring, targeting the senior's market.

3. Feature short or weekend promotions in proximal markets such as Seattle, Spokane and Portland. Promotions can be focused around events or price sensitive packages targeting adult couples and singles.

4. Continue to develop and promote events during the off season. Motivate travellers to visit Victoria and Vancouver particularly from Washington State.

5. Pursue cooperative marketing and packaging with Seattle, Victoria and Vancouver to take advantage of travel to the Northwest U.S.

6. Position both urban centres as destinations featuring the variety of activities offered in and around the cities, the unique characteristics of each city (Vancouver - cosmopolitan, exciting, Victoria - historical, British ambience) and the availability of shopping, restaurants and accommodation.

7. Develop fly and drive packages in cooperation with airlines to access the urban market of California, Ontario, Mid and Eastern U.S.

8. Position Vancouver as the gateway to British Columbia and the Rockies to capture a larger proportion of the touring market and to increase length of stay with pre and post packages.

9. Utilize Victoria's location on an Island as an opportunity featuring the ferry trip as an exciting component of the trip. Work in co-operation with Stena Lines, Victoria Clipper and B.C. Ferries to provide package opportunities.

In general, the effort should be on maintaining the levels of travel to both cities during the traditional tourist season and to expand off season travel by targeting specific markets incorporating the suggestions outlined in the recommendations.

BIBLIOGRAPHY

D'Amore, L. et al. Towards a Strategy for Natural Resource-Based Tourism. 1987.

Ministry of Tourism. First Time Visitors Study. 1986.

. Alberta Resident Travel Study. 1985.

. British Columbia Resident Travel Study. 1985.

. Washington and Oregon Resident Travel Study. 1985.

. Resident Survey 1989 Preliminary Results, Victoria 87. 1987.

. Visitor '87/89. 1989.

Murphy, Peter. Vancouver Island Tourism Monitor. 1989.

Marktrend Marketing Research. Results of Discover the Magic Campaign. 1988.

Plog Research. California Travellers Perceptions of British Columbia and Vancouver. 1987.

. Survey of Vacation Travellers in Los Angeles and San Francisco.

SEA Tourism and Travel Research. Economic Impact Analysis of Motor Coach Tours Going to British Columbia. 1989.

Tourism Canada. U.S. Pleasure Travel Market. 1986.

. Pleasure Travel Markets to North America. 1988.

. Canadian Travel Survey, 1989. Special runs. Victoria, Vancouver.

Tourism Victoria. Exit Survey. 1989.

U.S. Department of Commerce. International Travel To and From the U.S.. 1988.